
PALOMAR GATEWAY & WEST FAIRFIELD DISTRICTS

Urban Design Workshop

SUMMARY

July 11, 2009



Acknowledgements

One of the most important elements of any planning process is public participation. The Southwest Urban Design Workshops were conducted to obtain early public input related to the conditions of the five planning districts located in the Southwest area of the city, and the opportunities for their improvement. Over eighteen members of the public participated in the Palomar Gateway and West Fairfield Workshops, and represent a good cross section of the population of the city, such as residents, business owners, property owners, community organizations and other stakeholder of the area. The City of Chula Vista thanks them all for taking the time to participate in the workshop and provide valuable input for the improvement of our community.

"American democracy is rooted in the concept of representation. Actively encouraging citizens to participate in decision making assures their views will be heard. Thus participation is important for a healthy representative democracy."

Quoted from Partnerships and Participation in Planning in: www.uap.vt.edu/cdrom

Workshop Participants

Juan Antonio Ramirez
Manuel Durazo
Joe Casillas
David Krogh
Rafael Courtney
Rosa M. Gibson
Earl Jentz
Bill Pack
Theresa Acerro
Barbara Lugo
Sarah Withers
Rudy Gonzalez
Rosa Vazquez
Ed Herrera
Lisa Cohen
Ruth Yaconelli
Elizabeth Pastrana
Anthony Mendiola

City Staff

Gary Halbert
Mary Ladiana
Edgar Batchelder
Miguel Tapia
Stan Donn
Carla Blackamar
Frank Rivera
Giselle Valdivieso
Gabriel Innocenzi
Dai Hoang

Consultants

Mariana Lopez, Interpreter

"The contemporary practice of Urban Design focuses on making the most of urban areas to create pleasant places in which to linger, to partake of public life, and to help build strong, tolerant, progressive civil society."

Quoted from What Is Urban Design? in: www.mcgill.ca/urbandesign/what

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1.0 Introduction

1.1 Purpose of Urban Design Workshop

On July 11, 2009 the Development Services Department sponsored an urban design workshop held at the San Diego County Health and Human Services Building to gather early public input related to the specific planning process and issues related to future land uses, transportation, and urban design for the Palomar Gateway District (PGD) and West Fairfield District of southwest Chula Vista. The preparation of specific plans or other implementing zoning and development regulations is mandated by the 2005 General Plan for each of the five Southwest planning districts in order to provide the tools necessary to implement the objectives and policies of the 2005 General Plan.

Over eighteen members of the community attended the Saturday session which was the first of three workshops held over the summer. The Urban Design Workshop was intended to foster and bring forth the community's diverse viewpoints, as an initial step in the planning process. The intent of the workshop was to quickly develop rough Concepts Diagrams with local residents and property owners, and community organizations who are both familiar with the conditions of the district and have an interest in the ultimate recommendations of the Plan. This booklet portrays the results of the workshop. It identifies challenges and opportunities facing long term viability of the area and ideas suggested by Workshop participants.

1.2 Districts Location and Description

Palomar Gateway District - Existing Conditions

The PGD is located in southwestern Chula Vista. Located at the interchange of Palomar Street and the Interstate 5 freeway, the PGD is the major southern gateway to the City of Chula Vista for visitors entering both from the freeway and from the blue line San Diego Trolley. The bulk of the district lies between Interstate 5, Palomar Street, Industrial Boulevard, and Anita Street. The district also includes areas north of Palomar Street between Interstate 5 and Industrial Boulevard, the northeast corner of Palomar Street and Industrial Boulevard, and the Palomar Street Trolley Station.

The district is fully urbanized and radiates from the Palomar Transit Station at the intersection of Palomar Street and Industrial Boulevard, and contains a mix of light industrial, commercial and multi-family housing extending north and south of Palomar Street. Residential densities in the area are currently fairly low, approximately 4.1 dwelling units per acre. Across Industrial Boulevard to the east is the major commercial nucleus of Southwest Chula Vista - an area which attracts shoppers and employees from points north and south. The potential for the PGD to evolve from a low-density auto-focused interchange into a higher density transit oriented community has been recognized both by SANDAG's Vision 2020 Plan, which designated the PGD as a Planned/Existing Smart Growth Community Center, and the City's 2005 General Plan, which calls for the district to be developed as a Transit Focus Area.



Palomar Gateway District

Summary

Progress towards this vision is already underway, with pedestrian/transit improvements on Palomar Street and Industrial Boulevard provided by the 2005 Transnet SGIP grant expected to be completed in the fall of 2009. In order to fully realize the transformation of the district, however, it will be necessary to engage in a Specific Planning process to update the City's zoning code to reflect the smart growth vision prescribed by the General Plan.

West Fairfield District - Existing Conditions

The West Fairfield District, originally part of the Fairfield neighborhood that was divided by the construction of Interstate 5, is located on the west side of Interstate 5, between Palomar Street and Main Street, and is flanked by San Diego Bay on the west. The West Fairfield District occupies approximately 68 acres of land and has a mix of light industrial and office uses interspersed with older, single-family homes and vacant lots. This mix of uses developed without the benefit of city planning policies and/or zoning regulations. West Fairfield is somewhat isolated from the rest of Chula Vista, due to Interstate 5 forming its eastern edge. Pedestrian routes across the freeway are limited and heavily traveled by cars and trucks. Freeway on-and off-ramps at Palomar Street provide convenient freeway access into the District for vehicles.



West Fairfield District

1.3 Context - General Plan

The Chula Vista 2005 General Plan designates the Palomar Gateway and West Fairfield districts as two of the five "focused areas of change" which are those areas where more intensive development, revitalization and/or redevelopment are proposed to occur. The General Plan vision for Palomar Gateway includes a Mixed-Use Transit Focus Area (TFA) directly west of the Palomar Trolley Station, higher residential intensity, a neighborhood park and retail to the south of the TFA. The goal is to provide for additional housing and mixed-uses that take advantage of a major transit station within walking distance.

The General Plan vision for the West Fairfield district includes a major employment center, with regional retail and other employment uses. The higher intensity residential and employment uses between the Palomar Gateway and West Fairfield districts located east and west of Interstate 5, respectively, are synergistic uses that exemplify "Smart Growth" principles (i.e. jobs, housing, and neighborhood-serving commercial services within walking distance of transit).

Future development of the Palomar Gateway and West Fairfield districts must be consistent with the goals and policies of the 2005 General Plan. Exhibits A, B and C identify objectives and policies, from the Land Use and Transportation Element, the Economic Development Element, as well as the Southwest Area Plan of the General Plan, which apply to the Palomar Gateway and West Fairfield districts.

Summary

SOUTHWEST SPECIFIC PLANNING PROCESS
URBAN DESIGN WORKSHOPS

These full-day design workshops offer participants the opportunity to provide early input into the future specific plans for Southwest Chula Vista. Workshops will include walking assessments, brainstorming sessions, and open discussions that will result in the creation of preliminary design recommendations for each of the following areas:

WEST FAIRFIELD AND PALOMAR GATEWAY DISTRICTS
SAT., JULY 11 • 10 AM - 4 PM
COUNTY HEALTH & HUMAN SERVICES BLDG
800 Oxford Street, Conference Room 2

SOUTHWEST SPECIFIC PLANNING PROCESS
URBAN DESIGN WORKSHOPS
Provide early input into the future specific plans for Southwest Chula Vista. Includes walking assessments, brainstorming sessions, and open discussions that will create recommendations for the following areas:

WEST FAIRFIELD AND PALOMAR GATEWAY DISTRICTS
SAT., JULY 11 • 10 AM - 4 PM
COUNTY HEALTH & HUMAN SERVICES BLDG
800 Oxford Street, Conference Room 2

MAIN STREET DISTRICT
SAT., JULY 25 • 10 AM - 4 PM
OTAY RECREATION CENTER • 3554 Main St.

SOUTH THIRD AVENUE, SOUTH BROADWAY DISTRICTS
SAT., AUG. 1 • 10 AM - 4 PM
LAUDERBACH PARK BOYS & GIRLS CLUB • 333 Oxford St.

Spanish translation and a light lunch will be provided.
For more information or to register, call Miguel Tapia at (619) 491-5265 or email mtapia@chula-vista.ca.us

Star News Display Ad

2.0 Summary of Workshop

The workshop was a one-day activity, intended to provide opportunities for the public to engage in a “hands on” planning exercise. The process was an inclusive public participation outreach to gain input from residents, business and property owners, and community organizations regarding their perspective and vision for the area. The outreach for the workshop included distribution of meeting flyers to many individuals and organizations involved in previous Southwest community planning efforts, posting flyers at local businesses and public buildings, highlighting the workshops on the City's website, press releases to local newspapers, e-mail blasts through Nixle messaging, and coordination with various community groups to encourage the community's participation.



Participants discuss their impressions of the area after the walking tour.

The all day workshop included a morning presentation by city staff regarding the general plan and specific plans, and a healthy dialogue with the participants; a two hour walking tour of the district;

followed by afternoon brainstorming sessions by small groups in response to opportunities and challenges observed on the walking

tour. The small groups depicted their written comments on an aerial map and concluded the day by presenting their findings to the entire group.



Mr. Gary Halbert, Director of the Development Services Department, provides opening remarks at the workshop

During the tour of the District, observe the characteristics of the area, think in terms of the General Plan Vision and Objectives, and note your impressions below in terms of the following questions:

1. What challenges do you see in the area?

2. What solutions do you see for the area?



SOUTHWEST SPECIFIC PLANNING PROCESS

URBAN DESIGN WORKSHOPS

PALOMAR GATEWAY DISTRICTS

"Walking Tour"

July 11, 2009



City of Chula Vista
Redevelopment
Initiative

2.1 Walking Tour

The Workshop's afternoon session included a walking tour of the district area. The Urban Design Workshop covered in this booklet was for the Palomar Gateway District and the West Fairfield District. However, due to time limitations and the large territory that could not be walked in one session, the walking tour included only the Palomar Gateway District. Aerial views of the West Fairfield district were provided, and insights were shared from one of the major property owners who attended the workshop. The purpose of the walking tour of Palomar Gateway was to explore the district on foot and see and experience the territory first hand. The tour was used to identify and point out problems/issues that need to be addressed as part of the specific planning process. The tour also served to identify opportunities and constraints and categorize problems/issues related to land use, infrastructure, and urban design.

The group of stakeholders that participated in the walking tour was divided into 3 groups. Each group was kept small in order to facilitate the observation of the area and the discussion. Each group was led by one or two city staff members. While each group went in a different direction, all groups covered the same territory and saw the same area.



Participants mark their comments on a Conceptual Map



2.2 Group Breakout Sessions

At the completion of the tour, all groups went back to the meeting place to debrief on their observations. Each group was asked to discuss what they saw and develop a list of problems/issues, opportunities/constraints, and suggest ways to improve the area. Exhibits D, E, F, G and H are a compilation of the input provided by the walking tour participants.



Participants provide comments about the area and prepare Conceptual Map.

2.3 Group Presentations

The participants were also given large (2' x 3') aerial maps of the area and were asked to put their comments/suggestions on the maps and develop a conceptual map of the district. Exhibits I and J show the images of the maps prepared by the groups.

The last exercise of the afternoon

was for each group to report out and present their conceptual map to the entire group.



Each of the groups presents its Conceptual Map to the rest of the participants

3.0 Next Steps

The Urban Design Workshop for the Palomar Gateway and West Fairfield districts was the first step in the specific planning process for the southwest area of Chula Vista. As indicated previously, the southwest area contains five districts that have been designated by the 2005 General Plan Update as areas for further study and preparation of a specific plan or other regulatory plans/documents. The Palomar Gateway and West Fairfield districts will both be the subject of a specific plan preparation. Because the West Fairfield area is within the coastal zone, the specific plan for this area will be part of a Local Coastal Plan that would potentially be prepared in conjunction with the development of a large portion of the area under the ownership of the Charles Company.



In July 2009, the San Diego Association of Governments (SANDAG) awarded a grant to the City of Chula Vista to fund the preparation of the specific plan for the Palomar Gateway District. Following the administrative procedures for the award and acceptance of the grant, City staff estimates that the specific planning tasks will commence in November 2009. The Urban Design Workshop and the resulting lists of comments and Conceptual Maps will be utilized in various ways throughout the specific planning process.

The participation of the residents, property/business owners and other stakeholders will be an important element of this process. It is anticipated that a Working Group of stakeholders will be formed, and members of the public will be invited to participate in community meetings to provide input throughout the process.



Conceptual Maps prepared by participants groups



An art rendering from one of the groups.

2005 General Plan Update
Land Use and Transportation and Economic Development Elements
Objectives and Policies

Land Use and Transportation**OBJECTIVE LUT 5**

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

Policies

LUT 5.4 Develop the following areas as mixed use centers: Urban Core, Palomar Trolley Station, Eastern Urban Center, and Otay Ranch Village Cores and Town Centers.

OBJECTIVE LUT 17

Plan and coordinate development to be compatible and supportive of planned transit.

Policies

LUT 17.2 Direct higher intensity and mixed use developments to areas within walking distance of transit, including San Diego Trolley stations along E, H, and Palomar Streets, and new stations along future transit lines, including Bus Rapid Transit (BRT).

OBJECTIVE LUT 19

Coordinate with the regional transportation planning agency, SANDAG, and transit service providers such as the Metropolitan Transit System (MTS), to develop a state-of-the-art transit system that provides excellent service to residents, workers, students and the disabled, both within the City, and with inter-regional destinations.

Policies

LUT 19.5 Plan for and promote improved access between the Palomar Street, E Street and H Street light rail stations and land uses east of those stations and to the Bayfront. This may involve the construction of separate bridges or ramps connecting Chula Vista streets to transit facilities and/or a deck over Interstate 5 to the Bayfront..

Economic Development**OBJECTIVE ED 9**

Develop community serving and neighborhood uses to serve residents and visitors alike.

Policies**ED 9.1**

Provide for community and neighborhood commercial centers in areas convenient to residents. These centers should complement and meet the needs of the surrounding neighborhood through their location, size, scale and design. The neighborhood concept of providing pedestrian, bicycle and other non-motorized access should be encouraged.

ED 9.4

Develop specific plans for areas of the City, including but not necessarily limited to the West Main Street, Broadway, South Third Avenue, North Fourth Avenue/Third Avenue "gateway", E Street, West H Street, and Palomar Street areas (More than one area may be addressed in a single plan, such as the Urban Core Specific Plan.) Include an economic component in the specific plans.

ED 9.5

Encourage clustered commercial uses to prevent and discourage strip development. Locate commercial uses at focal points along major arterial streets or expressways and in village core areas.

ED 9.6

Encourage clustered, smaller scale office and professional uses along major streets and in neighborhood centers in a variety of areas dispersed throughout the community to meet the needs of nearby neighborhoods

2005 General Plan Update

SOUTHWEST AREA

8.4.2 Palomar Gateway District

VISION FOR DISTRICT

The Palomar Gateway District is the major southern gateway into the City and functions as one of the activity corridors in the City. The District provides housing and support uses near a regional transit route. Higher density residential development within walking distance of the Palomar Trolley Station provides additional affordable housing opportunities. Local retail and services are along Palomar Street, and more retail and services are in mixed use development south of Palomar Street.

In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park is located in the area north of Oxford Street, within walking distance of new residential housing.

OBJECTIVE 43:

Establish a Mixed Use Transit Focus Area surrounding the Palomar Trolley Station

POLICIES**LUT 43.1**

The City shall prepare, or cause to have prepared, a specific plan, master plan, or other regulatory document to guide the coordinated establishment of a **Mixed Use Transit Focus Area** within the Palomar Gateway District on properties north and south of Palomar Street, within walkable distance of the Palomar Trolley Station. The specific plan or other regulatory document shall include guidelines and zoning-level standards for the arrangement of land uses that include plans for adequate pedestrian connections and support services for residents, as well as those using the transit station.

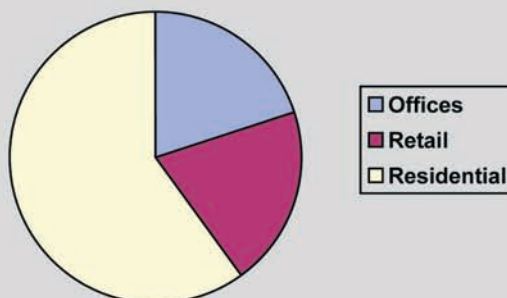
The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will include interim provisions for the consideration of any projects within this areas, prior to completion and adoption of the according plan/regulations.

LUT 43.2

Provide for a five-acre neighborhood park within the Palomar Gateway District.

USES**LUT 43.3**

Strive for a distribution of uses within the areas designated as Mixed Use Transit Focus Area along Palomar Street to include retail, offices, and residential, as generally shown on the following chart:

**LUT 43.4**

Provide a mix of uses with a focus on retail and some office uses along Palomar Street in the Mixed Use Transit Focus Area, with residential uses above and/or behind the retail and offices uses.

LUT 43.5

Provide a mix of local-serving retail and office uses near the Palomar Trolley Station and at the Gateways into the Palomar Gateway District.

INTENSITY/HEIGHT**LUT 43.6**

In the Palomar Gateway District, residential densities within the Mixed Use Transit Focus Area designation are intended to have a district-wide gross density of 40 dwelling units per acre.

LUT 43.7

In the Palomar Gateway District, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 43.8

Building heights in the Palomar Gateway District Mixed Use Transit Focus Area shall be low-rise, with **some mid-rise buildings**.

LUT 43.9

Building heights in the Residential High designated area shall be low-rise buildings.

LUT 43.10

In the Palomar Gateway District, permit a maximum floor area ratio of 0.5 and low-rise buildings in the Retail Commercial designated area on Industrial Boulevard adjacent to the area designated as Residential High.

DESIGN**LUT 43.11**

The specific plan or other regulatory document for the Palomar Gateway District shall establish design and landscape guidelines for the improvement of Palomar Street as a gateway to the City.

LUT 43.12

Provide for safe, effective, and aesthetic pedestrian crossings and improvements to Palomar Street and Industrial Boulevard.

AMENITIES**LUT 43.13**

Community amenities to be considered for the Palomar Gateway District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

LUT 43.14

Provide for the development of one Neighborhood Park within or near the Palomar Gateway District.

LUT 43.15

Establish a community/cultural center near Palomar Street and Third Avenue.

2005 General Plan Update**SOUTHWEST AREA**

8.4.4 West Fairfield District

Vision for District

The West Fairfield District has been redeveloped through a well-planned and coordinated master plan. There are very few land use conflicts, and land uses have been expanded by reclaiming an old San Diego settlement pond to the southwest. The West Fairfield District has good freeway access at Palomar and Main Streets, and it is an employment center, with regional retail and other employment uses. An educational facility is also located in the West Fairfield District.

Objective LUT 44:

Redevelop the West Fairfield District to become an employment center.

Policies**LUT 44.1**

The City shall prepare, or cause to have prepared, a specific plan, master plan or other regulatory document to coordinate and guide the comprehensive redevelopment of the West Fairfield District. The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will also include interim provisions for the consideration of any projects within the West Fairfield District area prior to completion and adoption of the applicable plan/regulations.

LUT 44.2

Coordinate with the City of San Diego on the annexation/de-annexation of property that would expand the development area and increase the viability for redevelopment of the West Fairfield District.

LUT 44.3

Support efforts by the City of San Diego and the United States Fish and Wildlife Service for potential restoration of the historical Western Salt Works building located west of the West Fairfield District.

LUT 44.4

Provide for the extension of the Bayshore Bikeway along the westerly edge of the West Fairfield District through coordination with SANDAG and the City of San Diego.

LUT 44.5

Coordinate with CALTRANS on the provision of appropriate pedestrian connections, linking the West Fairfield District with the Palomar Trolley Station over Interstate 5, with any reconstruction of bridges along Palomar Street and Main Street.

USES**LUT 44.6**

Consider locating an educational facility within the West Fairfield District that would serve the residents of the South Bay and that would take advantage of transit facilities at the Palomar Trolley Station.

LUT 44.7

Permit a mix of retail commercial, professional office, research and limited manufacturing in the area designated as Mixed Use Commercial west of Interstate 5.

INTENSITY/HEIGHT**LUT 44.8**

In the West Fairfield District, development within the Mixed Use Commercial designation is intended to have a district-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

LUT 44.9

Building heights shall be low-rise in the Mixed Use Commercial designated area.

DESIGN**LUT 44.10**

Provide for implementation of the Bayshore Bikeway in the design for West Fairfield, including complementary landscaping and strategic points of access to the bikeway.

LUT 44.11

Locate retail commercial services near Palomar Street.

LUT 44.12

Consider integration of the historical Western Salt Works Building design and heritage into the design and amenities for the West Fairfield District redevelopment.

LUT 44.13

Community amenities to be considered for the West Fairfield District as part of any bonus program should include, but not be limited to, those listed in Policy LUT 27.1.

Workshop Participants Comments - July 11, 2009**GROUP #1** (Focused on West Fairfield District)**Features that we liked in the area:**

- That we allowed new construction in area which increased the value of properties and creates/demands more necessities
- There is a bay view
- Bike path, restaurants

Challenges:

- Abandoned lots
- Having industrial mixed in here and there with residential
- Providing services for a larger area that is growing in population
- City needs to be conscious of keeping the right balance between property owners/developers rights and the provision of public services (Library/education)
- Lack of INFRASTRUCTURE!
- Lack of Sidewalks, sewer lines
- How to preserve habitat while urbanizing area - Environment and urbanization of area

Opportunities:

- Depths of lots
- Designated nature area
- Mixed use along transit corridor
- Multi-family development
- Views, transportation hub
- Access on Palomar and Main Street
- Area owned by one company, which can get things going

What we would like to see:

- Green Spaces
- Entertainment centers
- Village Concept: residential, commercial, retail, office, etc
- All government agencies working together
- Mixed use commercial/residential in area with entertainment facilities
- Property owners approached/be more inclusive
- Rehabilitation/aesthetics program
- Educational facility (maybe art) to connect with environment, don't lose Natural beauty
- LEED ideas whenever possible
- Promoting "clean" green industry

Summary

Workshop Participants Comments - July 11, 2009

GROUP #2 (Focused on Palomar Gateway District)**Challenges:**

- No pedestrian zone on some sidewalks - obstructions in different places - there are poles and utilities blocking sidewalk
- Inadequate pedestrian lighting
- Make sure new development pays for infrastructure
- Wide curb ratios encourage cars to turn right very fast, creates conflicts with pedestrians while crossing intersections
- Big arterials (Palomar and Industrial) sidewalk is next to street, pedestrians exposed to traffic
- Ugly chain link fence: Fence next to sidewalk on Industrial south of Palomar does not look nice. Replacement should be aesthetically pleasing fence
- Need safer pedestrian crossings
- Need for park - potentially accross multiple owners/and current new owner
- Noncontiguous sidewalk (like in eastern corner) - Solution: new and retrofit corners should not have big ratios, install bulbouts
- Entering adequate public facilities with new growth (Harborside Elementary @ capacity)

Opportunities:

- Good from grant funding perspective
- Multiple story residential Frontage. Fabulous view of the bay

What we would like to see:

- Place a planting strip to create protection buffer for pedestrian and create a nicer place to walk (the only Nice place to walk is Palomar St, west of industrial)
- Make sure new development pays for infrastructure
- Trenton Ave- provide public access to industrial
- Create safer crosswalks. Industrial will need safe crosswalks close to trolley station
- Remove objects on sidewalk to allow people on wheel-chair or people with strollers to continue walking. Continue sidewalks from PG projects
- I-5/Palomar Study represents opportunity to address needs
- Loop road through Walnut and Trenton
- Put pedestrian activated signals

Summary

- Coordinate signals along Palomar
- Look for opportunities within TFA + RH for parks (alongside Ada and creek area)
- Balboa Park
- Ped/Bike bridge to connect and bring community back together
- Bayshore bikeway
- Construct greenway linking SDG&E green space east of Industrial west to bayfront

What we would like to see:

1. Improve access in the surrounding blocks of Walnut and Trenton streets
2. Remove unused infrastructure on the Northwest corner of Palomar and Industrial
3. Complete street improvements on Industrial Boulevard
4. Construct greenway linking I-5 to the "floating" park; we would like to see a bayfront in the West Fairfield District
5. Palomar Street's signals to be synched by October 2009 (per Frank)
6. Higher rise views along Frontage Rd.
7. Maintain secondary access path to trolley that runs between Food 4 Less shopping center and the station

Workshop Participants Comments - July 11, 2009

GROUP #3

Information needed for future planning:

- Density maps
- Traffic Studies
- Job/ housing ratios
- Deadline/Timeline for process so that we know something will get done

What we would like to see:

- Creekside park
- Move trees
- Sound wall for I-5
- Signage along Dorothy Street
- Artist theme (refer to drawings)
- Street vendors near trolley for convenient access to food, beverage, flowers
- Community Bulletin board near trolley
- Public art/music
- Public art such as: sound makers, reminder of agricultural past, kinetic sculpture
- Art Walk
- Water features
- Native plants
- Entry gateway
- Push carts to encourage walking
- Pushcart paddock
- Coffee shops, education center, liquor stores, mini plazas
- Bike lockers
- Children's museum
- Interaction with NWR throughout district

Constrains:

- No sidewalk
- Parking on street
- Too much red tape
- West Fairfield:" does anyone use this name?
- Trucks parked along Industrial are unsightly and are a traffic hazard

Suggestions (on sticky-notes) on map:

1. Wildlife refuge focus
2. Preserve historic building: (reuse as) Children's Museum/ Nature Center
3. Continue park to bay
4. Maintain lower density housing adjacent to Industrial
5. Water features to buffer noise from freeway and trolley
6. Shade trees/No palms!
7. No high density close to freeway
8. Reconsider high density rightly, (because of) noise from freight train operation, overcrowding at schools!

Summary

9. Artists' colony
10. Shopping cart collection areas-paddocks
11. Art walk, colorful buildings, unique architecture
12. Lofts for artists, to establish business
13. Plaza paseo gas station and Car wash at Industrial and Palomar, restaurants, schools
14. Get people out of cars
15. Identify and develop community mosaic, artwork, signage
16. Solar lights, maximize solar
17. Directional and monument signage for trolley, pedestrian signs, etc
18. Plant more Tipuana Tipu trees- they have a nice canopy
19. Art on utility boxes
20. Install directional signage for the District
21. Develop pedestrian plan with connection to West Palomar
22. Median breaks along Industrial allow pedestrian access to trolley
23. Park should incorporate creek- potential skate park; Tony Hawk Foundation
24. Criss-cross pedestrian crossing on Palomar and Industrial
25. Drainage area adjacent to trolley tracks should be planted or landscaped- Riparian
28. Below or above/ grade, crossing
29. Street Vendors-mini plaza @ trolley, farmers market, community activity

Palomar Gateway Districts & West Fairfield Districts

General Notes - July 11, 2009**Community Questions/Comments:**

1. When did area become known as Palomar Gateway?
2. Why is the East side of Industrial not included in the "Gateway?"
3. There is a 3.5-acre lot for sale on the corner of Ada, why isn't the City putting in an offer?
4. What is the existing density? It seems like everything is being done in a vacuum. Need data before, not after, or else there will be problems in the area, such as traffic.
5. There doesn't seem to be a focus on residential aspect. There currently is a 0.6 imbalance between residential and jobs available. The Southwest was balanced until the City came in and destroyed it.
6. From the time of the Montgomery annexation, we (community) were told it was in our best interest to annex to the City because the County of San Diego was not taking care of us, however, zero has been done since.
7. Previous issues were to be corrected, but they were left on the backburner. Or just waiting for people to die out.
8. There are existing infrastructure deficits today, we need to deal with those issues.
9. Convince us with action.
10. How are our concerns going to be addressed in report?
11. Concern and frustration needs to be articulated/documentated in order to move forward.
12. Let community know that we have gotten back to them in implementation of plan.
13. The way to go forward is to deal with the past.
14. This (graphic with LUTs) is only an excerpt of the General Plan. I know there is a section related to commitment in this document. Specific deficits are identified. I think an addendum should be added to this so it's not so narrow.

Palomar Gateway & West Fairfield Districts

July 11, 2009

Comments made by residents who had to leave early, but left their sheets**Things we like:**

1. Convenient major regional transportation facilities (eg. Freeway, trolley) make area a high potential area for any and all higher future uses, be they residential, commercial, or industrial.
2. Historic rail line offers intriguing possibilities.
3. Area has high scenic and historic natural features such as the bay, even ocean views, historic salt works and nature conservation potential both now and even more in the future.
4. Proximity of potential improved/increased residential to mass transit (trolley).
5. Work/home balance potential from placing employing usages close to transportation facilities.

Challenges:

1. Municipal boundary bisects the area (Chula Vista/San Diego).
2. Lack of coherence between existing uses and existing zoning and future plans.
3. Noise from freeway.
4. Proximity of existing, possibly incompatible uses (eg. Residential/industrial).
5. Traffic congestion exacerbated by trolley line without "grade separation."

Improve:

1. A major property owner/developer present at the workshop appeared to be actively seeking input on how to develop the area in manner more acceptable and compatible with community.
2. Why should CV bayfront development be focused solely on the NW CV bayfront? Consider the SW CV bayfront also.
3. Identify potential signature uses that will capture the imagination to spur positive development, identify significant potential constraints and develop plans to overcome them.
4. Begin long-term exploration/planning for possible trolley spur West of I-5 stretching from NWCV bayfront along SWCV bayfront extending over to Imperial Beach.
5. Explore LAFCO or other potential avenues of concentrating municipal governance to single most closely related jurisdiction (eg. CV) in order to facilitate optimization and success of future development efforts.

Other Comments:

1. Re: 3A: who knows if something like Gaylord or stadium project will ever occur, but power plant will come down someday, some kind of projects will occur and trolley spur could provide a significant fill up to development and revitalization of all areas such as NW CV bay, SW CV bay, IB, etc.
2. Historic level-grade rail right of way is truly unparalleled asset. A bikeway may be along it but could be readily moved slightly and/or relocated in order to reactivate rail for potential trolley usage. Since its ownership is still relatively "in the public domain" it could be reactivated at relatively low cost, much as the original trolley South Line was when the San Diego trolley system first started and to this Day has relatively low capital and operational cost.

Exhibit I - Conceptual Map from Group #2

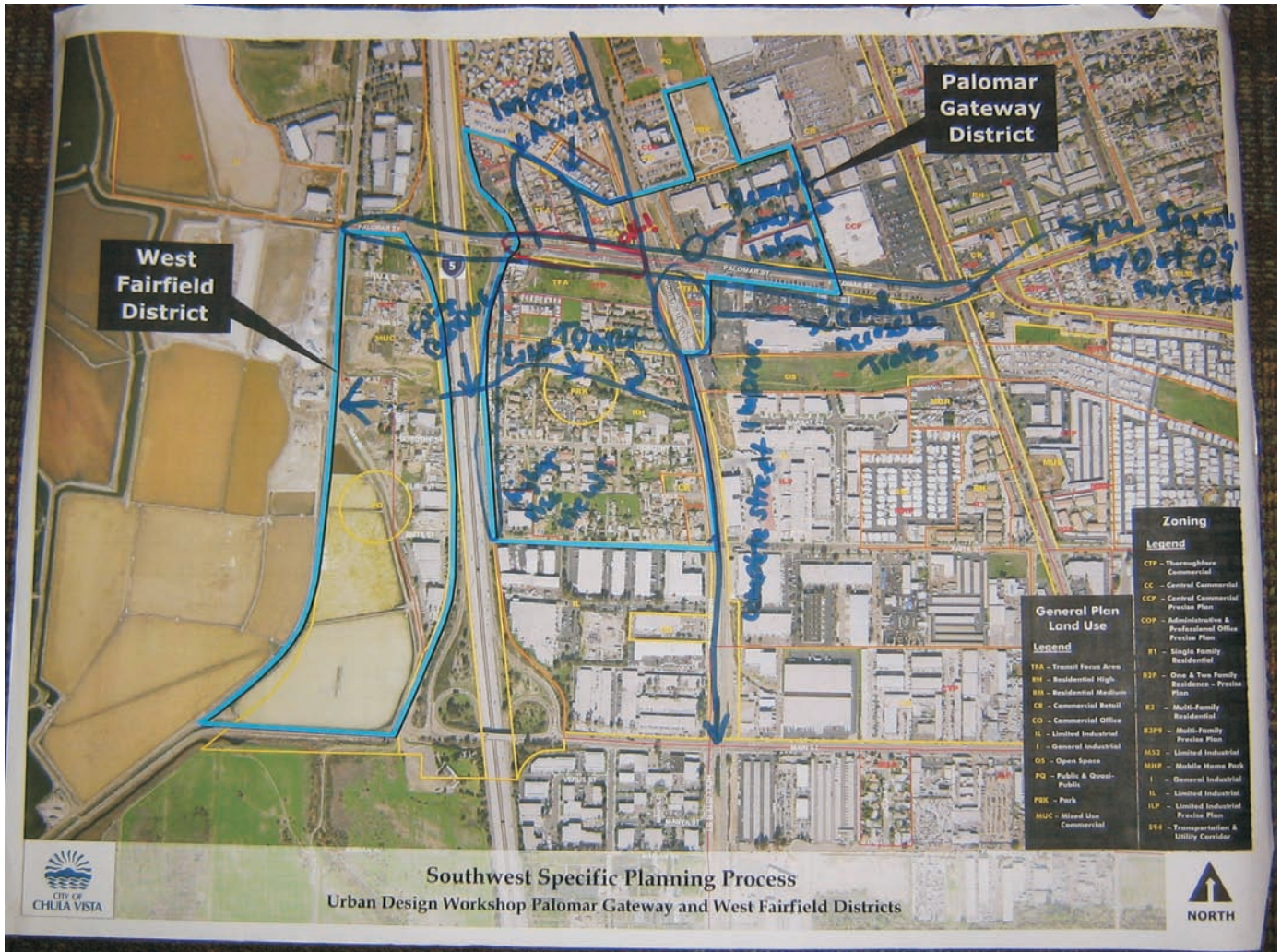


Exhibit J - Conceptual Map from Group #3

